Sheffield Teaching Hospitals **NHS**

NHS Foundation Trust

In hospital and in the community

proud to make a difference

Brand Style Guidelines

Incorporating the Acute trusts brand guidelines

September 2012

In hospital and in the community

proud to make a difference

Contents

The purpose of these guidelines is to explain the use of the new proud to make a difference brand house style and to reinforce consistent application of visual elements in all our communications.

This includes publications, presentations, and all other marketing materials. Guidelines on the use of the logo are included.

Introduction

Our new positioning

Our visual identity is an important tool for communicating our brand values and positioning. Therefore, it is very important that these design elements are used consistently throughout all applications.

Our new logo

The new logo and identity for proud to make a difference has been created to reflect our

Logo Usage

The logo for proud to make a difference is an important and valued graphic element and must be used consistently and appropriately.

Correct usage

The complete logo should be used at all times. The city icon should never be used in isolation and should always appear with the swirls and the Sheffield Teaching Hospitals NHS Foundation Trust logo to the right unless used with partner logos, in which case the Sheffield Teaching Hospitals NHS Foundation Trust logo appears alone in the top right position and the city icon, swirl and partner logos appear at the bottom of the page (see page 9).

Logo Usage

Minimum size

The minimum size of the logo fwhen used side by side is for all applications is 148.5mm (A5). Below this size the logo loses its clarity and impact. (with the exception of business cards, see page 14).

Minimum size 148.5mm
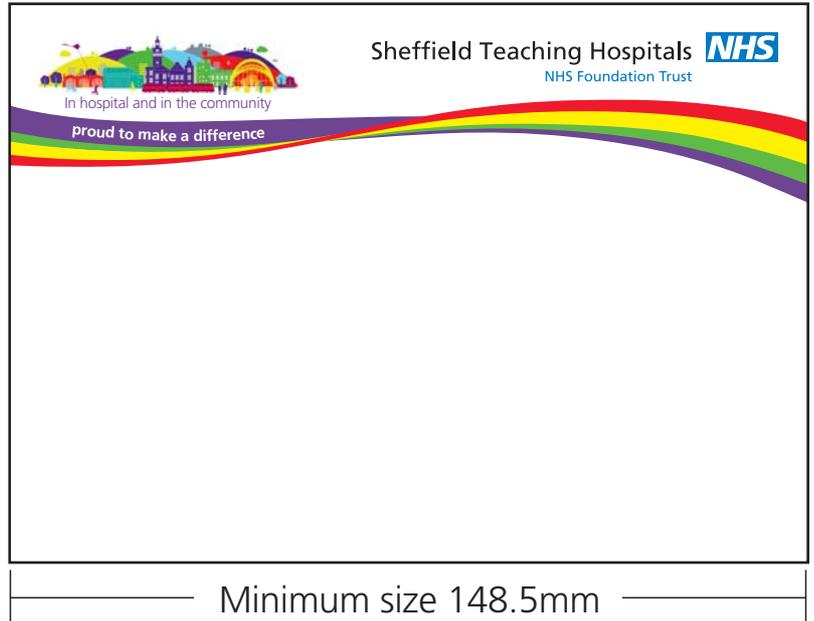
If there is less space, for example on a DL folded leaflet then the Sheffield Teaching Hospitals NHS Foundation Trust logo should remain at the top and the swoosh and the city icon should be moved underneath.
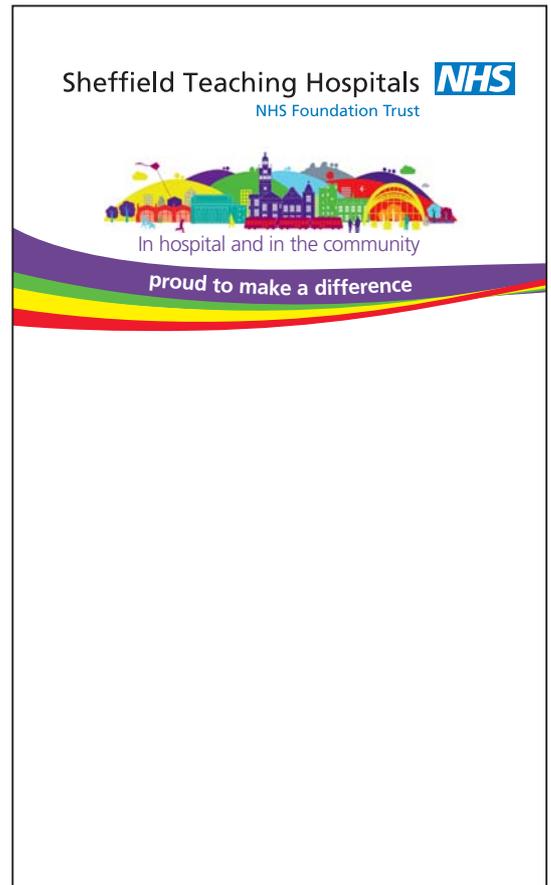
NOTE: The Sheffield Teaching Hospitals NHS Foundation Trust logo should always appear above the city icon and swirls

Logo Usage

Exclusion zone

The exclusion zone on the logo is measured from the value of x.

The x measurement is always the height of the type of the logo (as shown) and this is consistent to whatever size the identity is reproduced, whilst considering it is never smaller than the minimum size (see page 4)

Logo Usage

Logo colour usage

The preferred colour usage for the logo
is the full colour version.

These colours are
Pantone 368 (NHS Light Green)
Pantone 2685 (NHS Purple)
Pantone 485 (NHS Red)
Pantone Process Yellow (NHS Yellow)

NHS Light Green	Pantone® 368	C 65% M 0% Y 100% K 0%	R 91 G 191 B 33
NHS Purple	Pantone® 2685	C 100% M 94% Y 0% K 0%	R 86 G 0 B 140
NHS Red	Pantone® 485	C 0% M 100% Y 91% K 0%	R 216 G 30 B 5
NHS Yellow	Pantone® Process Yellow	C 0% M 0% Y 100% K 0%	R 247 G 226 B 20

It should never be printed in any other colours or
combination of colours.

When using the logo on images the logo should be clearly
visible and the background must provide sufficient contrast
and have an even tone.

Discretion must be used to maintain the strength of the
logo in these situations.

Logo Usage

Logo colour usage (mono Version)

When the logo needs to be reproduced in mono, all text and Sheffield Teaching Hospitals NHS Foundation Trust logos must be solid black, the swirl must be in Solid black, 80% Black, 60% Black and 40% Black, The city icon must me in mono.

Sheffield Teaching Hospitals **NHS**
NHS Foundation Trust

In hospital and in the community
proud to make a difference

Solid Black   80% Black   60% Black   40% Black

Logo colour usage (Two Colour Version)

When the logo needs to be reproduced in two colours, all text and Sheffield Teaching Hospitals NHS Foundation Trust logo must be solid black, the swirl must be in Solid NHS approved colour, 80% Colour, 60% Colour and 40% Colour. The city icon must me in mono.

Sheffield Teaching Hospitals **NHS**
NHS Foundation Trust

In hospital and in the community
proud to make a difference

Solid Colour   80% Colour   60% Colour   40% Colour

Logo Usage

Working with Partners

Wherever possible the appropriate relationship should be represented between a partner's logo and ours. The size of our logo should echo the level of commitment we have in each particular project.

The swirl and the city icon should be moved to the bottom of the document and the Sheffield Teaching Hospitals NHS Foundation Trust logo should remain in the top right hand corner. The partner logo should be placed to the right of the city icon.

Please note: Sign off on final artwork should be obtained from Sheffield Teaching Hospitals NHS Foundation Trust communications department before the document is released.

In hospital and in the community

The University Of Sheffield.

proud to make a difference

In hospital and in the community

proud to make a difference

Logo Usage - Incorrect use

Rule of usage (external)

Where the logo is supplied as a vector file there must be no altering of this file whatsoever. The file is for print and positioning purposes only and any changes to the shape of either the Swirls, NHS Logo, City Image or Text will be regarded as very serious.

Any production that goes against this directive will be deemed as not following Proud to make a difference brand law and will be non-representational of the Proud to make a difference.

Materials and/or their production may not be paid for by the NHS.

The vector logo is supplied on a single use basis. It should be only used for the purpose it has been supplied. It should not be used for any other purpose and must not be issued to any third party, including any NHS employee.

Never alter the size of the icon in relation to the text

Never re-type the text in another font or use another typeface

Never change the positional relationship between the text and the icon

Never Stretch the logo

Never Change the order of colours or text colours

Never Use non standard NHS colours

Logo Usage - Swoosh

In some cases where space is tight you may use the swoosh at the bottom right of the page instead of the full logo.

This is ideal for internal pages on large documents.

In hospital and in the community

In hospital and in the community

proud to make a difference

Typefaces

Typefaces are an important part of the NHS identity. The consistent use of the NHS typefaces is essential to helping us establish a recognised and professional brand. These typefaces must be clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials. Different typefaces have different roles and uses within NHS communications, as shown here.

Frutiger is used in two weights and these are light and bold.
This is used for wording. It is a very legible typeface and has a modern feel.

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Powerpoint

A PowerPoint template has been produced to ensure visual consistency and should be used for all our presentations. This template should be used for internal and external presentations.

Title slide
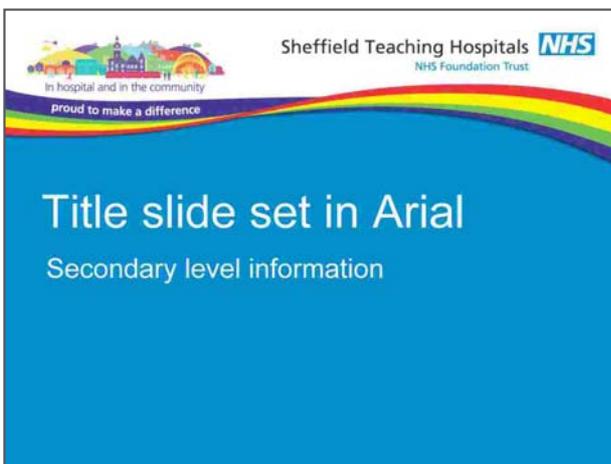
Text slide
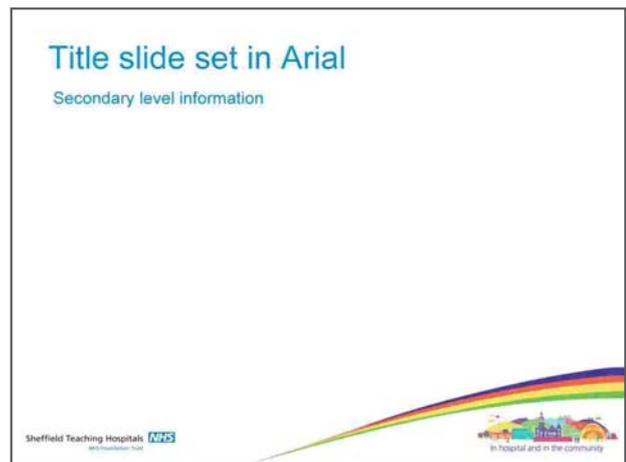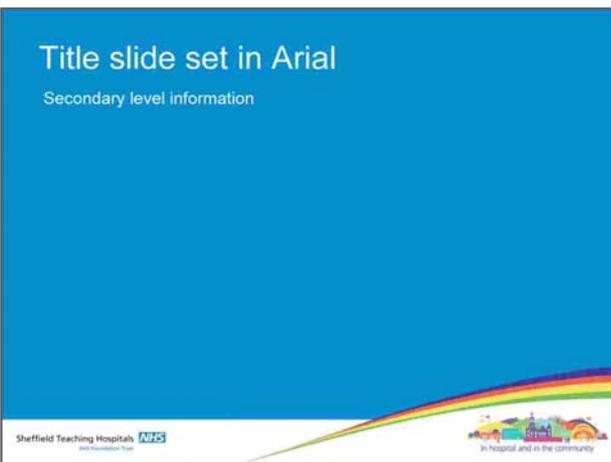
Background colours

The colour of background for text slides is set to NHS blue as a default, but other colours from the Brand Guidelines colour palette may be used to either reflect the subject matter or provide a coding device for different sections within large presentations. Pure white as a background colour is not recommended for text pages as these can create unacceptable levels of glare that adversely affect legibility.

Powerpoint templates are available from Communications team. communications@sth.nhs.uk

Business cards

Business card templates are available in horizontal format.

The recommended style for business cards are a follows:

85mm

Sheffield Teaching Hospitals
NHS
NHS Foundation Trust

In hospital and in the community

proud to make a difference

55mm

Communications Team
8 Beech Hill Road
Sheffield
S10 2SB
Tel: 0114 00 00000
www.sth.nhs.uk

Name
Job Title
email@sth.nhs.uk
Ext: 12345

Business card templates are available from Communications team.

communications@sth.nhs.uk

Letterheads

Sheffield Teaching Hospitals **NHS**
NHS Foundation Trust

17mm

13mm

8mm

17mm

Communications Team
8 Beech Hill Road
Sheffield
S10 2SB

Tel: 0114 22 00000
Fax: 0114 22 00000

www.sth.nhs.uk

In hospital and in the community
proud to make a difference

9mm

Letterhead templates are available from Communications team.
communications@sth.nhs.uk

Patient information branding guidelines

Providing patients with good quality information is recognised as an important part of effective clinical care and is particularly important as part of the consent process. It allows patients to engage as effective partners in their care and forms a key part of the overall patient experience.

The trust has created a booklet called the Patient information tool kit which has been developed in line with the STH Code of Practice for Patient Information. Both of these documents will enable you to check that all the correct standards for managing patient information are being met as well as the information it includes meets good practice measures.

This booklet can be obtained by calling Patient Services on 0114 271 2400.

Patient Information Leaflets

A4 Tri Folded

Body copy should be in no less than frutiger light 12pt. The NHS logo appears at the top and the city logo and swoosh at the bottom left of page 1. Colours can be changed to department specific NHS colour palette only (excluding swoosh or NHS logo).

How to contact us

Office Hours
Our office is open 9.00am until 5.00pm Monday to Friday.

Telephone
You can telephone us on:
0114 271 3770

during office hours or leave a message with our answer machine service out of office hours.

Confidentiality

All members of staff working within our service are bound by rules of confidentiality set by the NHS Code of Practice and our professional bodies. We would be happy to discuss issues relating to confidentiality at any point throughout your assessment should you wish to do so.

20% Tint of main colour

This information can be made available on request in alternative formats including Braille, large print, audio, electronically and other languages. For further details email **alternativeformats@sth.nhs.uk**

©Sheffield Teaching Hospitals NHS Foundation Trust 2012. Re-use of all or any part of this document is governed by copyright and the "Re-use of Public Sector Information Regulations 2005" SI 2005 No.1515. Information on re-use can be obtained from the Information Governance Department, Sheffield Teaching Hospitals. Email infogov@sth.nhs.uk

PD3991-PIL603 v3
Issue date: February 2012.
Review date: February 2014.

Please donate to help us do more
www.sheffieldhospitalscharity.org.uk
Registered Charity No 1059043

Alternative formats text 10pt
Copyright information 7pt
PIL number and PD number 7pt
Issue date and Review date 7pt

Sheffield Teaching Hospitals **NHS**
NHS Foundation Trust

About the Clinical Neuropsychology Services

Royal Hallamshire Hospital

i Information for patients
Department

Title 27pt Bold
Sub title 20pt
Department 20pt

In hospital and in the community
proud to make a difference

Charity logo no less than 20mm wide

Why have I been referred to the Clinical Neuropsychology service?

You have been referred to our service for a neuropsychological assessment so that we can find out about difficulties you may be having with any of the following:

• Thinking
• Memory
• Concentration
• Coping emotionally with your condition

Understanding your difficulties will help us to find the most appropriate treatment or advice for you.

When will I be seen?

Unfortunately there can be a waiting list for this service which can vary from a couple of weeks to several months before you have your first appointment. The date of your first appointment will be confirmed by letter.

Where will I be seen?

Appointments with the Neuropsychology Service can take place at either the outpatient clinic on M Floor at the Royal Hallamshire Hospital or at Outpatients 2 at the Northern General Hospital. We will let you know where your appointment will be when we send you your appointment letter.

What happens at my first appointment?

At your first appointment we will ask you about the kind of problems you are having and may ask you to fill in some questionnaires that ask you about how you are feeling and coping. These first appointments normally last between 45 to 90 minutes.

At your first appointment we will also talk to you about how many more appointments you will need with us to carry out the neuropsychological assessment.

What does a neuropsychological assessment involve?

In a more detailed neuropsychological assessment we usually ask you to do some pencil and paper tests. These are not exams but are used to check different abilities like your memory or concentration. With your agreement, we may decide to begin these assessments at your initial appointment.

What happens after my assessment?

On completion of your assessment, the results will be discussed with you alongside any possible recommendations for your future care. We will then write a report and send it to your doctor. If you are not having any more appointments with us, we will then discharge you back to the care of your Neurologist or Neurosurgeon.

What do I do if I cannot get to an appointment?

If you cannot attend an appointment, please contact us and we will try to arrange an alternative date. We can be contacted on:

0114 271 3770

It is important that, if you no longer wish to be seen, you let us know as soon as possible so that we can offer your appointment time to someone else

Frutiger Bold 12 pt
Frutiger Light 12 pt

Patient Information Leaflets

A5 Fact Sheet

Body copy should be in no less than frutiger light 12pt. The NHS logo appears at the top and the city logo and swoosh at the bottom left of page 1. Colours can be changed to department specific NHS colour palette only (excluding swoosh or NHS logo).

Sheffield Teaching Hospitals NHS
NHS Foundation Trust

Acupuncture

for postoperative nausea and vomiting

i **Information for patients**
Department

Title 35pt Bold

Sub title 20pt

Department 21pt

20% Tint of main colour

In hospital and in the community
proud to make a difference

This information can be made available on request in alternative formats including Braille, large print, audio, electronically and other languages. For further details email: **alternativeformats@sth.nhs.uk**

©**Sheffield Teaching Hospitals NHS Foundation Trust 2012.**
Re-use of all or any part of this document is governed by copyright and the "Re-use of Public Sector Information Regulations 2005" SI 2005 No.1515. Information on re-use can be obtained from the Information Governance Department, Sheffield Teaching Hospitals. Email infogov@sth.nhs.uk

PD3991-PIL603 v3
Issue date: February 2012.
Review date: February 2014

Please donate to help us do more
www.sheffieldhospitalscharity.org.uk
Registered Charity No 1059043

organdonation.nhs.uk

Alternative formats text 13pt

Copyright information 8pt

PIL number and PD number 7.5pt

Issue date and Review date 7.5pt

Charity logo no less than 20mm wide

Patient Information Leaflets

A4 Easy Read

Body copy should be in no less than frutiger light 12pt. The NHS logo appears at the top and the city logo and swoosh at the bottom left of page 1. Colours can be changed to department specific NHS colour palette only (excluding swoosh or NHS logo).

Sheffield Teaching Hospitals **NHS**
NHS Foundation Trust

Coming into hospital for an operation

Title 35pt Bold

ⓘ **Information for patients**
Department

Department 33pt

Photograph

In hospital and in the community

proud to make a difference

EASY READ

20% Tint of main colour

This information can be made available on request in alternative formats including Braille, large print, audio, electronically and other languages. For further details email: **alternativeformats@sth.nhs.uk**

©Sheffield Teaching Hospitals NHS Foundation Trust 2012.
Re-use of all or any part of this document is governed by copyright and the "Re-use of Public Sector Information Regulations 2005" SI 2005 No.1515. Information on re-use can be obtained from the Information Governance Department, Sheffield Teaching Hospitals. Email infogov@sth.nhs.uk

PD5547-PIL2055 v2
Issue date: February 2012. Review date: February 2014

Please donate to help us do more
www.sheffieldhospitalscharity.org.uk
Registered Charity No 1059043

Alternative formats text 18pt

Copyright information 9pt

PIL number and PD number 10pt

Issue date and Review date 10pt

Charity logo no less than 20mm wide

Patient Information Leaflets

A4 Leaflet

Body copy should be in no less than frutiger light 12pt. The NHS logo appears at the top and the city logo and swoosh at the bottom left of page 1. Colours can be changed to department specific NHS colour palette only (excluding swoosh or NHS logo).

Sheffield Teaching Hospitals **NHS**
NHS Foundation Trust

Mitomycin and fluorouracil — Title 35pt Bold

ⓘ **Information for patients**
Department — Department 21pt

Name	Hospital No
Your Consultant is	

The aim of all chemotherapy treatments is to stop cancer cells dividing and reproducing themselves.

Chemotherapy can be given on its own or with other treatments. The possible benefits of reatment can vary from patient to patient. For some patients chemotherapy can reduce the risk of the cancer coming back. For others chemotherapy may be used to control the cancer and its symptoms. Your treatment will be fully explained by your doctor who will be happy to answer any questions including any other possible ways of treating your particular cancer.

Important Advice

Call Weston park hospital immediately if you have had treatment within the last 6 weeks and think you have developed symptoms of infection, such as:

• a sore throat
• a temperature above 37.5°C
• shivering
• feeling unwell even with a normal temperature
• unusual bruising or bleeding (for example heavy nosebleed)

People undertaking chemotherapy can become poorly very quickly and this may become life threatening if warning signs are ignored.

Weston Park Hospital - 0114 226 5000
Ask the operator to put you through to the nurse bleep holder at Weston Park Hospital

You should call Weston Park Hospital even if you usually receive treatment in Chesterfield, Rotherham, Doncaster or Barnsley.

Always carry your chemotherapy alert card

If you need to see a doctor or other health professional, you must tell them you are having chemotherapy. If possible, take this information sheet with you. If they are unsure of the side effects of your treatment or require further advice they should call Weston park hospital.

Please see overleaf for information on this treatment and it's possible side effects

In hospital and in the community

proud to make a difference

20% Tint of main colour

This information can be made available on request in alternative formats including Braille, large print, audio, electronically and other languages. For further details email: **alternativeformats@sth.nhs.uk**

©Sheffield Teaching Hospitals NHS Foundation Trust 2012.
Re-use of all or any part of this document is governed by copyright and the "Re-use of Public Sector Information Regulations 2005" SI 2005 No.1515. Information on re-use can be obtained from the Information Governance Department, Sheffield Teaching Hospitals. Email infogov@sth.nhs.uk

PD5547-PIL2055 v2
Issue date: February 2012. Review date: February 2014

trustmark

organdonation.nhs.uk

Please donate to help us do more
www.sheffieldhospitalscharity.org.uk
Registered Charity No 1059043

Alternative formats text 18pt

Copyright information 9pt

PIL number and PD number 10pt
Issue date and Review date 10pt

Charity logo no less than 20mm wide